



UNITED STATES MARINE CORPS  
MARINE FORCES RESERVE  
2000 OPELOUSAS AVENUE  
NEW ORLEANS, LA 70114-1500

ForO 5726.2  
PAD  
MAR 19 2015

FORCE ORDER 5726.2

From: Commander  
To: Distribution List

Subj: MARINE FORCES RESERVE HERITAGE WEEK PROGRAM

Ref: (a) DoD Instruction 5410.19, "Public Affairs Community Relations Policy Implementation," November 13, 2001  
(b) ForO 5726.1A Marine Forces Reserve Community Relations Program  
(c) DoD Instruction 5500.07-R, "Joint Ethics Regulations," August 30, 1993  
(d) MCO 3040.4

1. Situation. As Veterans Day approaches each year, Americans are reminded of the sacrifices made and duty served by our military Service members. Coinciding with this national patriotism, Marine Forces Reserve (MARFORRES) personnel conduct ceremonies that have long-standing historical precedent. Personnel serving in New Orleans hold cake-cutting ceremonies and organize unit motivational runs to commemorate the Marine Corps birthday. At other locations throughout the United States, MARFORRES personnel honor our former Commandants and Sergeants Major of the Marine Corps by delivering Marine Corps birthday cakes to living former Commandants and Sergeants Major of the Marine Corps and laying wreaths at gravesites of significant Marine Generals and Sergeants Major. Collectively, the activities and duties MARFORRES Marines engage in to promote the history and traditions of our Corps each year are designated as Marine Corps Heritage Week.

2. Mission. Implement the MARFORRES Heritage Week Program to foster positive relations and maintain awareness of the bond between Marines and their local communities.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. Provide policy and procedural guidance for the annual Heritage Week events taking place on or around 10 November throughout the nation.

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(2) Concept of Operations. In order to serve and enhance the Marine Corps' relationship with the public and assist in Marine Corps recruiting/retention, commanders should make every effort to provide appropriate support for Heritage Week events and other eligible community organizations with Marine Corps assets (whenever legally and operationally feasible). Guidelines and policy for community relations on behalf of the Department of Defense are provided in reference (a). Consult with MARFORRES Counsel at (504)697-8143 with any questions regarding support to non-federal agencies per reference (b).

b. Coordinating Instructions. The baseline of MARFORRES Heritage Week events and Commander's guidance for each is outlined below:

(1) Major Daniel Carmick Ceremony. Major Daniel Carmick, the Corps' first notable commander of troops in the New Orleans area is buried in St. Louis Cemetery No. 2 on North Claiborne Avenue. Major Carmick has significant ties to our Marine Corps history, ranging from involvement with popularizing the term "Leatherneck," to Marines helping win victory against the British in the War of 1812. For his contributions and significance to the Corps, MARFORRES honors his service through a wreath-laying ceremony at his gravesite each year.

(a) The obituary published in 1815, suggested that the presentation during the annual Carmick wreath-laying ceremony is as follows: "Major Daniel Carmick of the United States Marine Corps was Pennsylvanian by birth, noble, generous and brave. He has been in the Marine Corps ever since its formation and was always respected for his correct conduct as an officer and a gentleman. The United States Marine Corps has lost one of its best officers. Society, both civil and military, has lost a social friend and gallant soldier."

(b) The Commanding Officer, Headquarters Battalion (HQBN), MARFORRES is responsible for planning and the execution of this event.

(2) Motivational Run and Marine Corps Birthday Cake-cutting Ceremony. In order to remind the local community of the Marine Corps Birthday and continue to build camaraderie, a three-mile run and cake-cutting ceremony will be held each year on or around 10 November. A Letter of Instruction (LOI) with supporting details will be published by the Commanding Officer, HQBN, MARFORRES.

(3) Veterans Day Events. MARFORRES units are encouraged to support Veterans Day events upon request from local community groups or individuals in accordance with references (c) and (d).

(4) Marine Corps Birthday Cake Deliveries & Wreath Laying Ceremonies Directed by the Commandant of the Marine Corps

(a) Since 10 November 1954, Marines have conducted wreath-laying ceremonies to honor former, deceased Commandants and Sergeants Major of the Marine Corps. MARFORRES Marines, as part of the Marine Corps' birthday tradition, will perform these ceremonies. MARFORRES will conduct ceremonies annually on 10 November at the gravesites or memorials of deceased former Commandants and former Sergeants Major of the Marine Corps, as directed by MARFORRES and in accordance with reference (d). MARFORRES Public Affairs Department (PAD) will coordinate the appropriate wreath laying ceremony.

(b) As a token of appreciation for their service, the CMC tasks the Director, Marine Corps Staff (DMCS) with coordinating annual delivery of Marine Corps birthday cakes to living former Commandants and Sergeants Major of the Marine Corps on or around 10 November. MARFORRES Marines will make cake deliveries to specific locations, as assigned by the DMCS action officer. MARFORRES PAD will publish an LOI tasking respective Major Subordinate Command to coordinate the appropriate birthday cake deliveries.

1. Conduct of Delivery

a. Personnel assigned to deliver the Marine Corps birthday cakes will consist of an Officer or Staff Noncommissioned Officer and a Noncommissioned Officer.

b. The prescribed uniform for cake delivery is the Blue Dress "B".

c. Units tasked with conducting cake delivery will procure a cake and card, at a cost not to exceed \$25, for presentation to each former Commandant or Sergeant Major.

d. The cake is to be accompanied by a card that reads as follows: "Happy (incremented date - i.e. 239th) Marine Corps Birthday from your Marine Corps."

e. Unit personnel will document the event and presentation by providing photos of the delivery and

ceremony to the MARFORRES PAD via email to MFRPAO@usmc.mil, no later than one business day after delivery.

f. Headquarters Marine Corps will provide reimbursement for the purchase of the cake and card. In order to request reimbursement, unit personnel must provide a proof of purchase to the Special Projects Directorate via fax to 703-614-1515 or by email to hqmcspd@usmc.mil. Receipts provided must contain the following statement: "USMC Birthday Cake for delivery to (Grade/Name) former (Commandant/Sergeants Major) of the Marine Corps."

2. After Action and Documentation. An after action report will be submitted by MARFORRES PAD to the DMCS as soon as feasible.

4. Administration and Logistics. Recommendations concerning the contents of this Order may be forwarded to MARFORRES PAD via the appropriate chain of command.

5. Command and Signal

a. Command. This Order is applicable to Marine Forces Reserve.

b. Signal. This Order is effective the date signed.



S. A. WENRICH  
Chief of Staff

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